

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----232031Z 053615 /53

R 230930Z MAR 77  
FM AMEMBASSY BANGKOK  
TO USDOC WWASHDC  
INFO SECSTATE WASHDC 0382

UNCLAS BANGKOK 6312

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJECT: WTDR/FTI

REF: USDOC 3369

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO. 0066300  
4. BERLI JUCKER CO., LTD.  
4A. CODE: K  
5. 5Q PLOENCHIT ROAD  
6. BANGKOK, THAILAND  
7. ESTABL: 1882 8. EMPL: 710 9. SIZE: (18-X) VERY LARGE  
10. REPUTATION: (22-X) EXCELLENT  
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED  
IN ORDER OF IMPORTANCE: LOCAL AND ABROAD.  
12. RPT.DATE: 03/77  
13A. 26210/2350. MFR.IMP.AGT.DIST. OF CONSUMER PRODUCTS  
13B. 38600/235. IMP.AGT.DIST. OF PHOTOGRAPHIC EQUIPMENT AND  
MATERIAL  
13C. 28800/235. IMP.AGT.DIST. OF CHEMICALS  
13D. 28340/235. IMP.AGT.DIST. OF PHARMACEUTICALS  
13E. 38410/235. IMP.AGT.DIST. OF HOSPITAL PRODUCTS  
13F. 35900/235. IMP.AGT.DIST. OF MACHINERY  
13G. 20650/045. MFR.EXP.DIST. OF CONFECTIONERY  
13H. 32290/045. MFR.EXP.DIST. OF GLASSWARE  
13I. 36130/045. MFR.EXP.DIST. OF ELECTRICAL SWITCHBOARD AND  
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### SWITCHGEARS

13J. 64110. INSURANCE AGENTS  
13K. 47220. TRAVEL AGENTS  
13L. 67000. INVESTORS  
14. CONTACT: WALTER L. MEYER TITLE: MANAGING DIRECTOR  
15. CABLE: BERLIJUKER 16. TELEX: 2767  
17. TEL. 252-4071

18. FINANCIAL REFS: CHASE MANHATTAN BANK, 965 RAMA 1 ROAD, BANGKOK; BANGKOK BANK LTD., 3-9 SUAPA ROAD, BANGKOK; BANK OF AMERICA, 297 SURIWONGSE ROAD, BANGKOK.

19. TRADE REFS: ARMOUR DIAL INT'L, P.O. BOX 1022, CHICAGO, ILL. 60690; AMERICAN AIRLINES, 633 THIRD AVENUE, NEW YORK, N.Y. 10017; E.I. DU PONT DE NEMOURS & CO., WILMINGTON, DELAWARE 19898; ROHM & HAAS CO., INDEPENDENCE MALL WEST, PHILADELPHIA, PA. 19105; SCOTT PAPER CO., SCOTT PLAZA, PHILADELPHIA, PA. 19113.

20. AGENCY REP: ARMOUR DIAL INT'L, P.O. BOX 1022, CHICAGO, ILL. 60690, DIAL SOAP & SHAMPOO; ARTHUR H. THOMAS & CO., P.O. BOX 779, PHILADELPHIA, PA. 19105, SCIENTIFIC APPARATUS AND REAGENTS; BRUNSWICK CORP., 69 W. WASHINGTON STREET, CHICAGO, ILL. 60602, HOSPITAL DISPOSABLE GOODS; CLAY ADAMS DIV. OF BECTON DICKINSON & CO., 299 WEBRO ROAD, PERSIPPANY, N.J. 07054; E.I. DU PONT DE NEMOURS, WILMINGTON, DELAWARE 19898, FREON; ROHM & HAAS CO., INDEPENDENCE MALL WEST, PHILADELPHIA, PA. 19105, RESINS; SCOTT PAPER CO., SCOTT PLAZA, PHILADELPHIA, PA., PAPER PRODUCTS; MRIDIAN ENTERPRISES, INC., 757 THIRD AVENUE, SUITE 2510, NEW YORK, N.Y. 10017, NIPPLE AND NURSERS; FABER-CASTELL CORP., P.O. BOX 7099, NEWARK, N.J. 07107, STATIONERY; VANDERBILT EXPORT CORP., 30 WINFIELD STREET, NORWALK, CONNECTICUT 06855, CHEMICALS; CHATTANOOGA PHARMACAL CO., 101 MEMORIAL DRIVE, P.O. BOX 4287, CHATTANOOGA, TENNESSEE, HYDROCOLLATORS; PHOTOVOLT CORP., 1115 BROADWAY, NEW YORK, N.Y. 10010, ELECTRONIC ANALYZING INSTRUMENTS; PIONEER TRADING CO., P.O. BOX 1446, BEVERLY HILLS, CALIF. 90213, MEDI-CHEM DIAGNOSTIC REAGENTS;

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PRESTON CORP. J.A., 71 FIFTH AVENUE, NEW YORK, N.Y. 10003, ORTHOPEDIC EQUIPMENT; TORSION BALANCE CO., 35 MONHEGAN STREET, CLIFTON, N.J. 07012, ANALYTICAL BALANCE.

21. FOUNDED IN 1870 UNDER THE NAME OF JUCKER, SIGG & CO., SUBJECT FIRM WAS RE-ORGANIZED IN 1882, 1965 AND AGAIN IN 1968. THE PRESENT NAME WAS ADOPTED IN 1968 WHEN THE FIRM OFFERED ITS SHARES TO THE PUBLIC AND BECAME A MEMBER OF THE BANGKOK STOCK EXCHANGE. SUBJECT'S PRESENT AUTHORIZED CAPITAL IS \$3 MILLION AND IT IS CONSIDERED TO BE AMONG THE MOST PROMINENT AND EFFICIENT FIRMS IN THAILAND. ITS OFFICE OCCUPIES A LEASED BUILDING OF 5,200 SQ.METERS, INCLUDING A DISPLAY ROOM OF ABOUT 200 SQ.METERS, IN ONE OF THE BUSINESS AREAS OF BANGKOK. IT IMPORTS GENERAL MERCHANDISE RANGING FROM CONSUMER GOODS TO MACHINERY, MOST OF WHICH ARE FROM W. GERMANY (40 PERCENT) AND SWITZERLAND (20 PERCENT). IT ALSO EXPORTS CONFECTIONS, SOAP AND GLASSWARE TO MALAYSIA, SINGAPORE AND HONG KONG. SUBJECT OWNS ITS FLEET OF SALES VANS THAT TRAVEL TO ALL PARTS OF THAILAND. IT EMPLOYS 710 INCLUDING 250 SALESMEN AND ITS ANNUAL TURN-

OVER IN 1976 WAS REPORTED TO BE \$26.7 MILLION. FIRM OWNS  
MAJOR SHARES IN THE FOLLOWING COMPANIES: RUBIA INDUSTRIES  
LTD., MANUFACTURERS OF SOAPS AND COSMETICS (99 PERCENT);  
MONTANA CO., LTD., GENERAL IMPORTER AND EXPORTER (99 PER-  
CENT); ALASKA MILK INDUSTRY LTD., MANUFACTURER OF SWEET-  
ENED CONDENSED MILK (75 PERCENT); PACIFIC LEISURE (THAI-  
LAND) LTD., TRAVEL AGENCY (49 PERCENT); THAI CONTAINER LTD.,  
MANUFACTURER OF CORRUGATED PAPER CONTAINERS (35 PERCENT).  
SUBJECT ALSO OWNS SHARES IN THAI GLASS INDUSTRIES LTD.,  
MANUFACTURER OF GLASSWARE; THAI SCOTT PAPER CO., LTD.,  
MANUFACTURER OF TISSUE PAPER, SANITARY NAPKINS (WTDR 10/75);  
ROHM & HAAS THAILAND LTD., MANUFACTURER OF CHEMICAL PRO-  
DUCTS; BORNEO CO. (BROKERS) LTD., INSURANCE BROKER; CROWN  
SEAL CO., LTD., MANUFACTURER OF CROWN CORK AND OTHERS.  
BERLI JUCKER COMPANY IS HIGHLY REGARDED IN LOCAL BUSINESS  
AND BANKING CIRCLES AND IS CONSIDERED TO BE AN EXCELLENT  
TRADE CONTACT FOR U.S. FIRMS.

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22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY  
AT: AMEMBASSY BANGKOK.  
WHITEHOUSE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Disposition Approved on Date:**  
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**Litigation History:**  
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**Office:** ACTION EA  
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**Original Handling Restrictions:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009